Child ALERT

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Child ALERT Hotline

There is an explosion of illegal child sexual abuse images on the Internet. The trend is that children being abused are younger and that the abusive acts are becoming more violent. Every sexual exploitation image is a real child, who has been abused, raped or degraded.

We need to take action to prevent children being sexually abused and to prevent these illegal sites being viewed by children and families.

ECPAT NZ is pleased to announce the launch of the Child ALERT Hotline, a new safe, easy and effective way for you to provide protection in your own home against offensive Internet images!

The Child ALERT Hotline software is available in New Zealand and allows each of us to play our part in the fight against sexual exploitation of children. All you need to do is download the software from www.childalert.org.nz. If you then come across inappropriate websites containing illegal images of children being sexually exploited click the Child ALERT button on your browser and the website will disappear. Child ALERT will then be instantly notified of the material and will action with the appropriate law enforcement agency to deny any further access to this site.

With your help we can build a safer environment for children in New Zealand and around the world.

Child ALERT
www.childalert.org.nz

GIVE YOUR COMPUTER THE BIG TICK - STICKER ENCLOSED

Notice our new name?

For some time now we have thought a name that better demonstrates what we do would be helpful. From now on ECPAT NZ will use the name "Child ALERT" for it's public face. Nothing else changes – we remain a long-standing member of the international ECPAT network of entities fighting to prevent the sexual exploitation of children.

We believe the new name gives a sense of urgency and watchfulness and will help people identify us as a child rights organization. We have received positive feedback on the changes and combined with the Hotline launch and Body Shop partnership we have an exciting year ahead of us!

ECPAT and the Body Shop

August is an exciting month for ECPAT International, as we announce the beginning of a three year international partnership with The Body Shop. The primary focus is to continue the fight against human trafficking of children for sexual purposes.

The entire Body Shop network across more than 60 countries is supporting the Stop Trafficking campaign, to raise awareness of this issue. Dame Anita Roddick, the late founder of The Body Shop, was passionate that this "modern-day slave trade" should be brought to public attention.

Carmen Madrinán, Global Director of ECPAT

"Once a child has been trafficked, the child has lost their protective environment, and has fallen in the hands of those that will compromise their dignity, violate their rights and shatter their trust."

"Change is only possible when the world wakes up to the fact that the trafficking and sexual exploitation of children is happening all around us, in every country in the world. We agreed to launch this campaign with The Body Shop because it will make a real difference, raising awareness and inspiring those with decision-making power to effect change."

The first local campaign with The Body Shop begins 3rd August with the launch of the 'Soft Hand Kind Heart Hand Cream'. Money raised with the sales of this product will be given to ECPAT Child ALERT to help fund both global campaigns and locally led projects.

To show your support for ECPAT Child ALERT and the millions of children around the world being sexually exploited please visit a Body Shop store during August and purchase a Soft Hand Kind Heart Hand Cream.

www.thebodyshop.com/stop

Why should you bother?

Sexual exploitation of children? Child prostitution? Child pornography? Sex tourism? Trafficking and selling of children for sex?

A concern for New Zealanders?

You should be concerned because

- It is estimated there are around 200 children (under 18 years) working as prostitutes in New Zealand. And there is concern that this number could increase as the economic recession brings financial stress and pressure on families and young people.
- Illegal child sex abuse images (child pornography) on the Internet are increasing and every day there are thousands of attempts throughout New Zealand to access these sites.
- Research has shown that in New Zealand it is common for young girls to be sexually exploited. One in every five girls under 16 years old has been sexually exploited either by exposure, inappropriate touching of genitals or by penetration.
- Although trafficking for sexual purposes is at a low level in New Zealand there is concern that this country is classed as a receiving destination and research is required to establish the degree of threat both across the border and within our own country.
- 76% of sex crimes convicted in New Zealand are against young people of 16 years and younger.
- The latest published Government statistics (2006) reveal that there were 1,459 convictions for sex offences against children 16 years and younger and that 783 of these were younger than 12 years old. The number of convictions for this crime is rising annually.
- In the last twelve months there have been an average of almost one conviction per week for crimes under the Films, Videos, Publications Act for illegal sexual images.
- Some New Zealanders are known to frequent overseas tourist locations that offer illegal sex with children.

All of the above demonstrate that New Zealand children are at risk of sexual exploitation.

The offender is often known to the child and family - the ultimate betrayal of trust.

From the Director's desk ....

This edition focuses on Child ALERT and the campaign with The Body Shop highlighting the need to protect children from sexual exploitation. We are encouraging New Zealanders to join the fight in stopping the demand for child sex in any form – including trafficking, pornography and prostitution.

Put simply we must work together to stop the demand for child sex.

This means that we have to develop a society where the selling of children as a commodity for profit is no longer tolerated. Although most men value and want to protect children, there is no question that men are the main perpetrators in sexual exploitation of children. The challenge is to bring about an attitudinal change so that there is a change in behavior.

There is a saying "It takes a whole community to raise one child" – there is a lot of truth in that. We all need to take up the responsibility of being alert to the well being of children. We hope that the providing of the Child ALERT Hotline will contribute to keeping your own computer environment safe and quickly report any websites that contain illegal child sex abuse images.

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